

Postsecondary Honor Roll Guidelines

In February, the President's Advisory Council on Financial Literacy recommended that the Office of Financial Education establish a Financial Education Honor Roll to recognize postsecondary institutions for their outstanding programs in financial education. Postsecondary institutions may apply to have their programs considered for the Honor Roll. The OFE will evaluate applications on the following criteria for listing on the Honor Roll on the Treasury Department's website.

Content

Materials that are:

- Objective in content and tone, fully avoiding the active promotion of a specific provider, product, or brand.
- Relevant to students' lives, addressing student decisions that have financial implications, such as: housing decisions, vehicle purchases, careers and income, employee benefits, taxes, budgeting, credit management, student loans, saving and investment, risk management, and banking.

Delivery

- A formal, classroom curriculum –and/or–

Delivery methods that:

- Utilize teachable moments such as orientation activities, financial-aid office services, peer-to-peer activities, career centers, dormitory meetings or registration.
- Are adaptable, so that the program can be incorporated into social aspects of student life, such as community centers, libraries, student unions, college cafeterias, residence halls and/or peer-to-peer programs, existing clubs and organizations.

Outreach

Programs that promote financial education with:

- Proactive outreach campaigns on campus throughout the school year, using tools and activities such as seminars, internet, posters, brochures, campus papers, radio shows, and email blasts directed toward students, as well as the parents, counselors, instructors, etc., who influence them.
- Incentives that attract students to learn about financial education, for example, undergraduate or graduate credits, prizes, rebates, discounts, etc.

Sustainability

Academic institutions that demonstrate commitment by:

- Creating programs that are expandable in order to maximize impact and sustainability.
- Partnering with financial education providers to leverage resources, use existing materials and broaden efforts.

Evaluation

Efforts that:

- Enhance financial education program performance by utilizing lessons learned from previous academic and student evaluations, studies, and anecdotal feedback.
- Establish specific quantitative and well-defined qualitative program goals and use performance measures to track progress toward meeting those goals.